

Attorney's Docket No.: 06155-081002

**OFFICIAL COMMUNICATION FACSIMILE:****OFFICIAL FAX NO: (571) 273-8300**RECEIVED  
CENTRAL FAX CENTER  
DEC 12 2005

Number of pages including this page 23

Applicant : Shlomo Assa et al.  
Serial No. : 10/714,436  
Filed : November 14, 2003Art Unit : 2861  
Examiner : Hai Chi Pham


Title : PRINTING A CODE ON A PRODUCT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Attached to this facsimile communication cover sheet is a Response to Office Action of June 10, 2005, faxed this 12<sup>th</sup> day of December, 2005, to the United States Patent and Trademark Office.

Respectfully submitted,

Date: December 12, 2005

  
William E. Hunter  
Reg. No. 47,671Fish & Richardson P.C.  
PTO Customer No. 26161  
12390 El Camino Real  
San Diego, California 92130  
Telephone: (858) 678-5070  
Fax: (858) 678-5099

10578606.doc

NOTE: This facsimile is intended for the addressee only and may contain privileged or confidential information. If you have received this facsimile in error, please immediately call us collect at (858) 678-5070 to arrange for its return. Thank you.

Attorney's Docket No.: 06155-081002

RECEIVED  
CENTRAL FAX CENTER

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

DEC 12 2005

Applicant : Shlomo Assa et al.

Art Unit : 2861

Serial No. : 10/714,436

Examiner : Hai Chi Pham

Filed : November 14, 2003

Title : PRINTING A CODE ON A PRODUCT

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION OF JUNE 10, 2005

This paper is filed in reply to the Office Action mailed June 10, 2005. Please consider the remarks below, and please amend the application as indicated.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 13 of this paper.

## CERTIFICATE OF TRANSMISSION BY FACSIMILE

I hereby certify that this correspondence is being transmitted by facsimile to the Patent and Trademark Office on the date indicated below.

Date of Transmission December 12, 2005Signature Typed or Printed Name of Person Signing Certificate Carroll Allman